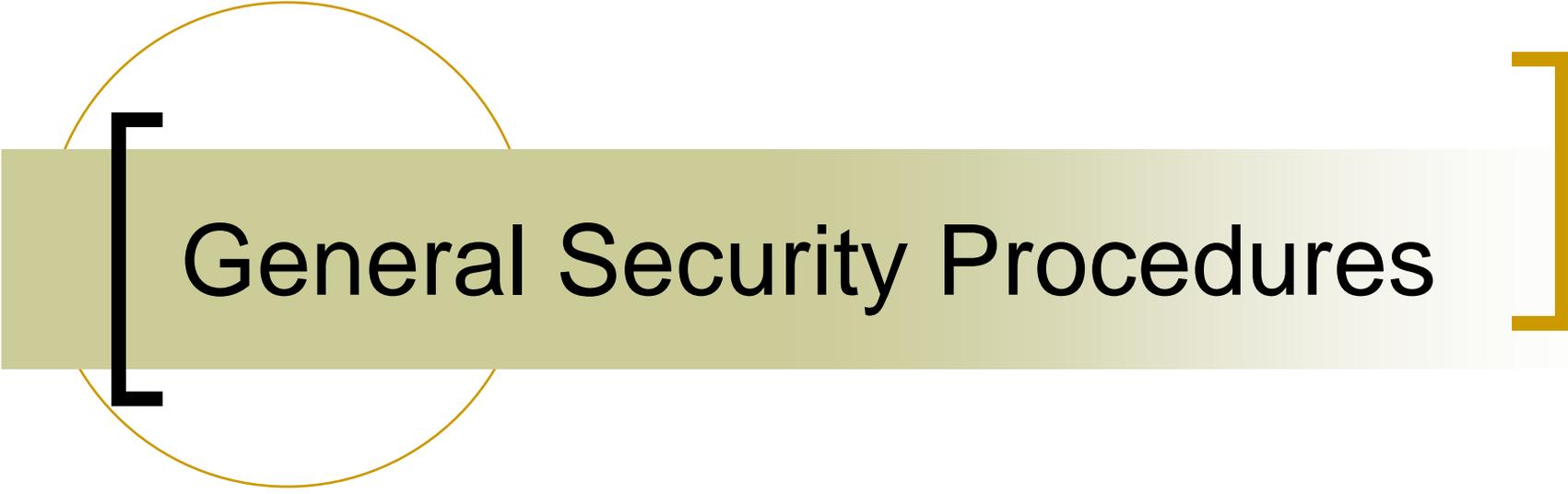


Secure Your Store

Understand the measures
used in securing a retail store



General Security Procedures

[Store Security and Policies]

- **Store security** – includes anything that provides protection for an enterprise and its property.
- **Security policies** – standard procedures that help reduce losses in the store.

[Employee Policies]

- Examples of employee security policies could include
 - Employees should not process their own sales transactions
 - Employees should not purchase merchandise while working
 - Employee purchases should be verified by a manager

Inventory and Equipment Policies

- Securing the inventory and equipment of a business should be addressed.
 - **Securing the Merchandise** through checking receipts at the door or having the exits visible to employees
 - **Securing Equipment** by locking up or putting equipment in a secure area
 - **Performing Inventory Checks** – comparison of the perpetual inventory and physical inventory to find any discrepancies.
 - Physical Inventory – occurs when stock is visually inspected or counted to determine the quantity on hand.
 - Perpetual Inventory – is a system that tracks the number of items in inventory on a constant basis.
 - **Checking in Inventory** to track the quantities and description of the merchandise received.

[Store Access Policies]

- **Crowd control** – a strategy that limits the number of customers in the business and allows store employees to adequately observe sales transactions.

Safety Precautions

- When employees are trained to follow safety precautions and are working in a clean and safe environment, the potential for on-the-job accidents is minimized.
 - **Accident Management Program** – outlines safety procedures to be followed by store employees.
- When an incident has occurred employees and customers should
 - Report safety problems promptly
 - Follow emergency procedures
 - Maintain accurate records of incidents by the business



Security Enforcement

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- Security equipment is one way to enforce security
 - **Cash registers/POS terminals** – used to track sales transactions in the store
 - **Monitoring equipment** – used to minimize losses due to theft
 - Closed-circuit systems – include cameras concealed in mannequins, ceilings, or walls.
 - **Pricing equipment** – used to ensure correct prices on merchandise
 - **Security mirrors** – used when there are blind spots in the store
 - **Shelving, interior and exterior displays** – arrangement of displays cases should produce an effective traffic flow and good visibility for employees

[Store Security and Supervision]

- Employee supervision relating to store security should include setting internal business standards regarding honesty and integrity and enforcing policies to discipline dishonest employees.
 - Management qualities and duties should include
 - Clear communication in giving directions
 - Orientation of new employees
 - Being firm and consistent in adherence to policies
 - Be a role model



Loss Prevention

Inventory shrinkage is a serious problem throughout the retail industry.

[Internal Theft]

- A dishonest act of committed by a store employee.
 - **Inventory Shrinkage** – also known as merchandise shortage is the difference between the recorded inventory and the actual physical inventory caused by internal and external theft, human error, or damaged merchandise.
 - **Sweethearting** – describes a sales associate giving discounts, uncharged items, or fraudulent returns to friends or relatives.

[External Theft]

- A dishonest act committed by people who are not affiliated with the store. External theft can include
 - **Shoplifting** – occurs when a person assuming the role of a customer steals merchandise from a retail store.
 - **Check Fraud**
 - **Counterfeiting**
 - **Credit Card Fraud**
 - **Robbery** – involves taking merchandise by force or threat.